Goals Bank

Below are sample goals for common areas in the progressive and education equity sectors. Depending on the size of your organization and the scope of your work, these can be examples of organizational or team goals, or scaled appropriately to serve as individual goals.

# Table of Contents

[Advocacy, Organizing, & Policy Change](#_68t8243q0927)

[Community Impact](#_6ppvxdahb0sz)

[Culture](#_mph3ipfzg6mo)

[Development / Fundraising](#_2c1lwxiso8yg)

[Information Technology](#_7by9dwzfrq1o)

[Office Administration / Finance](#_h7xzandggmjf)

[Operations / HR](#_wg698cbetzj5)

[Staff Recruitment, Retention, & Experience](#_hz4kjvk3ctjn)

[Strategic Communications & Digital Strategy](#_z4ct7lmcbgpm)

# Advocacy, Organizing, & Policy Change

1. Get X legislation passed in at least two of our five target states.
2. Move bill X out of committee and/or hold hearings on legislation in seven new states by [date].
3. Have dedicated, on-message grassroots activists who respond to the majority of our requests working in 20 of our 25 target congressional districts by June, with X% of the activists identifying as [LGBTQ or gender non-conforming, BIPOC, immigrants, etc.].
4. Increase the percentage of Nevadans who believe X from 40 percent to 46 percent, and track these results by [race, gender, income level, etc.].
5. Register 500,000 BIPOC people to vote and complete 1 million GOTV calls by Election Day 20xx.
6. Recruit 3 local organizations to join housing rights coalition by June. These organizations should work with communities that are not currently represented in the coalition.

# Community Impact

1. Involve 50 family members in making key decisions about school priorities this year, with at least X families who are [part of Y neighborhood, on free/reduced lunch, Asian or Pacific Islander, etc.].
2. Improve 4th-grade math scores by X% on average, with a specific focus on growth of girls who identify as Latina given our current results. Aim for XX% growth with this sub-group of 4th graders.
3. Recruit X volunteer leaders by June, at least Y of which will be [Black, immigrant, queer, youth]. Of the Y volunteers trained, at least 30% are on track to advancing into paid positions by September.
4. Train 75 Spanish-speaking public health navigators to conduct phonebanking in X county to connect Latinx communities to affordable healthcare before the registration deadline.
5. Train at least 2,500 people (of which 40% identify as BIPOC) through our leadership development programs by the end of the year. At least 80% of participants will answer yes to the statement "I would recommend this program to a friend."

# Culture

1. Lead a district- or organization-wide initiative to build a stronger staff learning culture. By end of the year, staff survey data shows a substantial positive shift in awareness, access, and learning experience, with 100% staff survey completion and no disparities in the results by race and gender.
2. In a year-end survey, X% of staff agree or strongly agree with the following statement: “Our organization has a culture of [transparency/trust/abundance/feedback].”
3. In anticipation of our next wave of hiring in spring 20xx, create and test a module on “our core values” to instill organizational culture in new staff and volunteers during their onboarding process.
4. Our organization will establish norms around working in group settings to ensure an open and respectful environment, and encourage maximum participation from staff who are most marginalized along lines of race, gender, class, and ability.

# Development / Fundraising

1. Raise $X by Y to cover this year’s budget and 3 months’ operating reserve.
2. Recruit, retain, and develop a total of 30,000 dues-paying members, at least X% of whom identify as [BIPOC, women, LGBTQ or gender non-conforming, low-income, etc.].
3. By [date], X% of prior year donors renewed at the same giving level or higher.
4. By [date], launch a small-donor empowerment program to engage members from lower-income backgrounds, with a goal of increasing our membership in this demographic by 25%.
5. Recruit and train X fundraisers, at least Y% of whom will be [BIPOC, Spanish speakers, etc.].

# Information Technology

1. By the end of first quarter, identify three office procedures that could be improved through IT solutions and work with relevant departments to implement improvements, and provide necessary staff training.
2. By [date], conduct an audit of our digital security practices, publish a revised security policy, and implement at least one new procedure for safeguarding staff, client, and volunteer information.
3. Ensure that staff's technical questions, problems, and concerns are answered as quickly, completely, and accurately as possible—within 4 hours for "urgent" tickets and within 48 hours for "high priority" tickets—with no gaps in race, gender, or seniority.
4. By end of [month], revamp technology orientation and trainings so that all staff and key volunteers feel comfortable accessing and using our software and systems to do their jobs more effectively, with no gaps in [race, age, ability, educational background], as measured by a yearly survey.

# Office Administration / Finance

1. Lower overhead costs by $X by [date], with quarterly check-ins with staff to check for negative disparate impact of cost savings.
2. Find a new office location that is fully ADA accessible and public-transit friendly, and move for under $X and by [date].
3. Manage the office to make it an inclusive and welcoming space for all staff, visitors, and clients—particularly those from traditionally marginalized backgrounds—and receive at least XX unsolicited raves (praise) over the course of 20xx.

# Operations / HR

1. 90% of staff strongly agree: “I would recommend X as a place to work to a friend,” with 100% staff completion of the survey and no disparities in the results by race and gender.
2. Complete an audit of our benefit plans to make sure that we provide benefits that cover the needs of queer and/or trans and non-binary staff. If we identify any problems with our current plans, we will implement solutions by 20xx open enrollment.
3. Systems and processes are in place to complete performance evaluations for all employees by December.
4. Launch an initiative to select a new Applicant Tracking Software by June, ready to use by September. (Shared goal with Technology)

# Staff Recruitment, Retention, & Experience

1. Fill all open roles by June 20xx, with pools for each role having at least XX% BIPOC candidates.
2. X% of high-performing staff commit to staying two more years by the end of 20xx, with no disparities in race or gender.
3. X% of teachers whose students meet academic benchmarks will return for the 20xx-20xx school year, with 95% retention of teachers who identify as Black.
4. By [date], implement a pilot 360 review process for managers.
5. By December 20xx, any disparities based on race or other group identity will have been identified in compensation, hiring, promotion, satisfaction, engagement, retention, and staff experience. We will either have already addressed or have a plan in place to address them within the next two years.

# Strategic Communications & Digital Strategy

1. By [date], at least one major national media hit (estimated viewership/readership of 1 million+) and at least 5 minor (state or regional) media hits generated.
2. Get at least six positive mentions in media sources reaching BIPOC, with at least two in non-English outlets and two in outlets reaching Black audiences.
3. By 20xx, at least X of the Y spokespeople we train and feature in our communications will come from communities whose experiences are often marginalized or invisible when it comes to our issue.
4. By the end of the year, have a new website, including all content translated into Spanish, error-free, and fully accessible.
5. Increase action alert click-through rate from 16% to 24%, and the average donation per opened email from $0.30 to $0.50.
6. By end of 20xx, explore 4 new forms of audience engagement. At least 2 should improve accessibility and/or the experience of our most marginalized audiences (along lines of race, class, gender, and ability) audience members.
7. Ensure that by [date], all mid- and senior-level staff can give a compelling “elevator speech” about who we are and what we do, making sure that speeches resonate with people most on the margins of the community that we serve.